

## ABSTRACT

A signage system for a traffic area, the traffic area comprising visually-identifiable boundary markers, the signage system having sign means at the boundary markers, the sign means visually viewable by an occupant of a vehicle adjacent the boundary markers. The signage system further having interaction apparatus at the parking lot for providing communication between a vehicle occupant and an entity remote from the traffic area. The signage system wherein the sign means has at least one electronic display apparatus for presenting information to a person at the traffic area.